

## **Director's Report**

### **May 13, 2013**

- Michelle Lee, the new Director of the Silicon Valley United States Patent and Trademark Office (USPTO) shared updates from the USPTO on Wednesday, May 8. She also talked about her plans for the Silicon Valley USPTO and requested assistance from the audience as future volunteer speakers and possible employees for the SVUSPTO. Seventy local entrepreneurs, inventors and others attended the event.
- The Library's 3D printer has arrived. Librarians have been designing and printing different plastic objects to prepare for classes for the public and to assist individuals who want to use the Makerbot printer. Successfully printed plastic objects include: keychains, keys, snowflakes, owls, screws and bracelets.
- News of Sunnyvale Public Library's 3D Printer has been spread through *NBC Bay Area TV* news coverage on May 7 featuring Lisa Rosenblum talking about the opportunities that this new technology presents to the community and showing the 3D Makerbot printer in action. *The Sunnyvale Sun* published an article about the 3D printer on May 3. People have already started to call, eager to sign up to make objects with the Library's printer.
- An award was given at the United States Patent and Trademark Office (USPTO) annual seminar for USPTO Resource Centers in Washington D.C. in April to Sunnyvale Library for serving as host to the USPTO America Invents Act (AIA) Roadshow of 2012. The AIA alerted the local intellectual property community to AIA provisions.
- Kate Gaidos, Sunnyvale Librarian and USPTO Sunnyvale Library liaison made a "best practices" presentation at the USPTO seminar for USPTO Resource Center delegates. The presentation summarized Sunnyvale's *Intellectual Property (IP) Lawyers in the Library* project, a successful program that assists the community by engaging IP lawyers, who donate their time to address questions on patents, copyrights, and trademarks from individuals.
- On April 29, Dr. Daniel Jontof-Hutter, an astronomer at NASA Ames Research Center talked about global warming and the greenhouse gas effect on Earth. The presentation highlighted how the exploration of neighboring planets in the Solar System changed scientists' understanding of the Earth's atmosphere and its climate. The audience included middle school students, as well as knowledgeable scientists.
- National Library Week was celebrated from April 14-20 with many activities: a Library trivia wheel with questions and prizes to win; a flute choir concert; a Teach Your Child to Read lecture; a Mindful Eating presentation; Celebrity Storytime with Chief Grgurina; Behind the Scenes Tours; a Photo Booth; and a Photo Contest.
- The Digital Photo Booth, set up by staff in celebration of National Library Week, was a great success! Over 100 people dressed in huge sunglasses, mustaches, and feather boas, held puppets, and posed in groups or

individually for photos. Photographs were emailed to subjects of the photographs.

- Thirty photographers submitted digital entries for the National Library Week Picture It! digital photo contest on the theme: Why You Love Your Library. The Friends of the Library donated prizes for the winners: 1st place (NOOK HD) - Vicente Miranda; 2nd place (NOOK Simple Touch) - Dorota Molska-Plewicka; and 3rd place (\$25 to Leigh's Favorite Books) - My Nguyen. The winning photographs are posted on the Library's National Library Week website.
- A talk on Mindful Eating with speakers from Palo Alto Medical Foundation attracted 120 attendees on April 16. Speakers Toni Toledo and Erika Deshukh shared personal stories and led the audience through mindful eating exercises to slow down, enjoy food and eat less.
- Twenty-nine storytellers shared tall tales at the 24<sup>th</sup> Annual Sunnyvale Public Library Storytelling Festival on Saturday, April 27. An audience of 120 children and adults listened to and participated in the stories. Community Services Division's Teen Advisory Committee (TAC) told and performed two stories at the Festival.
- Day of the Book/Day of the Child was celebrated on April 25 at Columbia Neighborhood Center (CNC) with the Library co-sponsoring the program. Friends of the Library paid for the performers, Cascada de Flores, who presented music and dance for 75 children and parents. CNC purchased books to give to each family in attendance.
- The Library and Community Services' divisions co-sponsored two Child Care Fairs at the Library, in April for parents. Seventeen centers and 18 home care providers were represented. About 350 people attended the Fairs to check out child care options for their children in Sunnyvale.
- A new storytime was added in April on Monday mornings, in an effort to offer an alternative to the large 200 attendee Tuesday morning storytime for one-year-olds. After a month, the Monday storytime is gaining participants and the Tuesday storytime is becoming somewhat smaller, an advantage for children and parents.
- More than 170 people attended a program in Chinese on April 13. Ms. Linyao Wu, a popular Chinese writer who is known for her humorous writing style and her ability to engage audiences, gave a speech that was well-received.
- Librarians are offering Computer Basics at Your Own Pace, sessions every other week on Wednesday at 2 p.m. that provide one-on-one tutoring on internet, email, and keyboard practice. Students are booking a month in advance for each session.
- Approximately 40 enthusiastic seniors participated in an Introduction to Twitter class at the Senior Center on April 12, led by a Sunnyvale librarian. The participants learned about Twitter and how and why to tweet.
- A Local Author Showcase was held on March 30 which featured writers of science fiction, young adult fiction, poetry and several non-fiction authors.

The audience included 88 budding writers, friends and the general public who asked many questions of the authors.

- To reduce the long waitlist of 15-17 people who currently want to check-out eReaders that have been loaded with eBooks, the Library purchased two Nooks that have a selection of eBooks containing fiction and non-fiction titles. These Lucky Day Nook eReaders cannot be reserved but can be checked out, if available.

**Handouts:**

“Bridging the Gap between Civilians and the Military” by Brian Castner, [San Jose Mercury News](#), 4/28/13.

“Libraries to Become Community Publishing Portals” by Mark Coker, [Huffington Post](#), 3/28/13.

“Library Foundation Gives out \$25,000” by Melissa McKenzie, [The Santa Clara Weekly](#), 4/3-4/9/13.

“MLK Library Will Celebrate 10<sup>th</sup> Anniversary This Year” by Lauren Hailey, [The Spartan Daily](#), 5/5/13.

“A New Chapter for Palo Alto’s Main Library; 18-Month, \$22.6M Renovation Project Begins” by Jason Green, [San Jose Mercury News](#), 4/30/13.

“San Jose Names Jill Bourne New Library Director” by John Woolfolk, [San Jose Mercury News](#), 4/23/13.

“Sunnyvale Public Library Adds New 3D Printer” by Alia Wilson, [San Jose Mercury News](#), 5/3/13.

“Teens and Technology 2013” by Mary Madden, Amanda Lenhart, Maeve Duggan, Sandra Cortesi, and Urs Gasser, [Pew Internet Reports](#), 3/13/13.

“3D Printing Comes to Sunnyvale Library” by Marianne Favro, [NBC Bay Area News](#), 5/7/13.

“With Bookselling in Deep Turmoil, Book Sales Are on the Rise” by Peter Osnos, [The Atlantic](#), 4/23/13.